W claim:

- An article of manufacture having a reflective design thereon,
 comprising:
 - (a) a substrate having a display surface adapted to display the design;
- (b) at least one adhesive material disposed on said display surface in a primary design pattern that has at least a first design portion and a second design portion;
- (c) a first pigmented material arranged in a first design pattern that is congruent with said first design portion and that is adhered to said display surface by said at least one adhesive material,
 - (1) said first pigmented material including a plurality of glass particles operative to reflect light received from a light source; and
- (d) a second pigmented material arranged in a second design pattern that is congruent with said second design portion and that is adhered to said display surface by said at least one adhesive material.
- 2. An article according to claim 1 wherein said substrate is a flexible substrate.
- 3. An article according to claim 1 wherein said glass particles function as retroreflective lenses.
- 4. An article according to claim 1 wherein said second pigmented material includes a plurality of glass particles operative to reflect light received from a light source.
- 5. An article according to claim 1 wherein said second pigmented material does not include a plurality of glass particles operative to reflect light received from a light source.

- 6. An article according to claim 1 wherein said first pigmented material is colored a first color and wherein said second pigmented material is colored a second color that is different from said first color.
- 7. An article according to claim 1 wherein said first pigmented material is adhered to said display surface by a first adhesive material and wherein said second pigmented material is adhered to said display surface by a second adhesive material that is different from said first adhesive material.
- 8. An article according to claim 1 wherein said first design portion is contiguous with at least some of said second design portion.
- 9. An article according to claim 1 wherein said first design portion is not contiguous with said second design portion.
- 10. A method of manufacturing a tire cover adapted to extend over a tire that includes a tread surface, an annular sidewall surface and a wheel area, comprising:
 - (a) forming a material in the shape of a tire cover, thereby to comprise:
 - (1) a cylindrical panel sized to extend circumferentially around the tire in confronting relation to said tread surface;
 - (2) a face panel joined to said cylindrical panel and sized to extend alongside the sidewall surface and across the wheel area;
 - (i) said face panel having a display surface adapted to display the design;
- (b) contacting the display surface with a transfer pattern thereby to transfer a design to said display surface, wherein said transfer pattern comprises:
 - (1) a substrate having a surface;
 - (2) a first pigmented material disposed on said surface,

- (i) said first pigmented material including a plurality of glass particles operative to reflect light received from a light source;
- (3) a second pigmented material overlaying at least a portion of said first pigmented material; and
- (4) at least one adhesive material adhered to said first pigmented material and said second pigmented material in a primary design pattern that has at least a first design portion and a second design portion,
 - (i) wherein said at least one adhesive material is adhered to said first pigmented material in a first design pattern that is congruent with said first design portion, and
 - (ii) wherein said at least one adhesive material is adhered to said second pigmented material in a second design pattern that is congruent with said second design portion.
- 11. A method according to claim 10 wherein the step of forming includes forming a vinyl material in the shape of a tire cover.
- 12. A method according to claim 10 including joining said cylindrical panel to said face panel by stitching.
- 13. A method according to claim 10 wherein said second pigmented material includes a plurality of glass particles operative to reflect light received from a light source.
- 14. A method according to claim 10 wherein said second pigmented material does not include a plurality of glass particles operative to reflect light received from a light source.

- 15. A method according to claim 10 wherein said first pigmented material is colored a first color and wherein said second pigmented material is colored a second color that is different from said first color.
- 16. A method according to claim 10 wherein a first adhesive material is adhered to said first pigmented material and a second adhesive material is adhered to said second pigmented material, wherein said first adhesive material is different from said second adhesive material.
- 17. A method according to claim 10 wherein said substrate and said first pigmented material together comprise a ScotchliteTM Transfer Film manufactured by 3M Corporation.
- 18. A method according to claim 10 wherein said first pigmented material comprises an ink manufactured by 3M Corporation.
- 19. A method according to claim 10 wherein said at least one adhesive material is a hot-melt adhesive
- 20. A method according to claim 10 wherein the step of contacting includes applying pressure to said transfer pattern and said display surface.
- 21. A method according to claim 10 wherein the step of contacting includes applying heat to said transfer pattern and said display surface.
- 22. A transfer pattern for use in transferring a reflective design to a display surface, comprising:
 - (a) a substrate having a surface;
 - (b) a first pigmented material disposed on said surface,
 - (1) said first pigmented material including a plurality of glass particles operative to reflect light received from a light source;

- (c) a second pigmented material overlaying at least a portion of said first pigmented material; and
- (d) at least one adhesive material adhered to said first pigmented material and said second pigmented material in a primary design pattern that has at least a first design portion and a second design portion,
 - (1) wherein said at least one adhesive material is adhered to said first pigmented material in a first design pattern that is congruent with said first design portion, and
 - (2) wherein said at least one adhesive material is adhered to said second pigmented material in a second design pattern that is congruent with said second design portion.
- 23. A transfer pattern according to claim 22 wherein said second pigmented material includes a plurality of glass particles operative to reflect light received from a light source.
- 24. A transfer pattern according to claim 22 wherein said second pigmented material does not include a plurality of glass particles operative to reflect light received from a light source.
- 25. A transfer pattern according to claim 22 wherein said first pigmented material is colored a first color and wherein said second pigmented material is colored a second color that is different from said first color.
- 26. A transfer pattern according to claim 22 wherein a first adhesive material is adhered to said first pigmented material and a second adhesive material is adhered to said second pigmented material, wherein said first adhesive material is different from said second adhesive material.

- 27. A transfer pattern according to claim 22 wherein said substrate and said first pigmented material together comprise a ScotchliteTM Transfer Film manufactured by 3M Corporation.
- 28. A transfer pattern according to claim 22 wherein said first pigmented material comprises an ink manufactured by 3M Corporation.
- 29. A transfer pattern according to claim 22 wherein said first design portion is contiguous with at least some of said second design portion.
- 30. A transfer pattern according to claim 22 wherein said first design portion is not contiguous with said second design portion.
- 31. A transfer pattern according to claim 22 wherein said at least one adhesive material is a hot-melt adhesive.
- 32. A method of forming a transfer pattern for use in transferring a reflective design to a display surface, comprising:
- (a) providing a substrate having disposed on a surface thereof a first pigmented material,
 - (1) said first pigmented material including a plurality of glass particles operative to reflect light received from a light source;
- (b) overlaying a second pigmented material over at least a portion of said first pigmented material; and
- (c) adhering at least one adhesive material to said first pigmented material and said second pigmented material in a primary design pattern that has at least a first design portion and a second design portion,
 - (1) wherein said at least one adhesive material is adhered to said first pigmented material in a first design pattern that is congruent with said first design portion, and

- (2) wherein said at least one adhesive material is adhered to said second pigmented material in a second design pattern that is congruent with said second design portion.
- 33. A method according to claim 32 wherein the step of overlaying includes screen printing said second pigmented material over at least a portion of said first pigmented material.
- 34. A method according to claim 32 wherein the step of adhering includes heating said at least one adhesive material.
- 35. A method according to claim 32 wherein said first pigmented material is colored a first color and wherein the step of overlaying said second pigmented material includes overlaying said second pigmented material of a second color that is different from said first color.
- 36. A method according to claim 32 wherein the step of adhering includes adhering a first adhesive material to said first pigmented material and adhering a second adhesive material to said second pigmented material, wherein said first adhesive material is different from said second adhesive material.
- 37. A method according to claim 32 wherein the step of providing said substrate comprises providing a ScotchliteTM Transfer Film manufactured by 3M Corporation.
- 38. A method according to claim 32 wherein the step of providing said substrate includes providing a substrate having disposed on a surface thereof an ink manufactured by 3M Corporation.
- 39. A method according to claim 32 wherein said first design portion is contiguous with at least some of said second design portion.

- 40. A method according to claim 32 wherein said first design portion is not contiguous with said second design portion.
- 41. A method according to claim 32 wherein the step of adhering comprises adhering a hot-melt adhesive to at least one of said first pigmented material and said second pigmented material.
- 42. A transfer pattern for use in transferring a reflective design to a display surface, comprising:
 - (a) a substrate having a surface;
- (b) a first pigmented material disposed on said surface in a first design pattern having an outer boundary,
 - (1) said first pigmented material including a plurality of glass particles operative to reflect light received from a light source;
- (c) a second pigmented material disposed on said surface in a second design pattern having an inner boundary,
 - (1) the inner and outer boundaries being contiguous with one another; and
- (d) at least one adhesive material adhered to said first pigmented material in confronting relation to said first design pattern and adhered to at least a portion of said second pigmented material.